

Abstract

Title:

The Competition among major fitness clubs in region Prague

Goals:

The objective of the thesis is to analyze and compare clientele of Prague's major fitness clubs and to acquire proper data to characterize the customer base in Prague. Results from this research will lead to characterization of competitiveness in the field and recommendations will be proposed to clubs.

Methods:

The research was completed by both quantitative and qualitative methods. Data were required by questionnaire given to current customers of chosen clubs and by interviews with sales managers from those clubs.

Results:

Results confirmed assumption about intense competition on the market with providers of fitness services in fitness clubs. The importance of the right targeting was shown as well as the relevancy of the location of the club, because clubs have a tendency to contact potential customers who live or work in an area nearby a club.

Keywords:

Fitness club, fitness center, customer, membership, CRM, competition